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FACTORS AFFECTING SUSTAINABLE CLOTHING PURCHASE INTENTIONS: EVIDENCE FROM INDONESIA

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ABSTRACT

The purpose of this study is to contribute to the debate over whether the Theory of Planned Behavior, in conjunction with several other variables, can increase purchase intention for sustainable clothing in Indonesia. A survey questionnaire was used to collect data. A total of 502 responses were received from Indonesians who are sustainable clothing customers. Among the variables examined using SEM, only perceived consumer effectiveness and subjective norm were shown to have a positive-significant effect on Indonesians' purchase intentions, whereas the remaining variables, including the moderated variables, had no effect. The findings of this study will assist industry professionals in developing strategies for more effective customer communication aimed at promoting desirable purchasing behaviour.

KEY WORDS

Theory of Planned Behaviour, sustainable consumer behaviour, purchase intention, sustainable clothing, Indonesia, SEM

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INTRODUCTION

With the use of non-renewable resources exceeding the renewable, a shift in customer product preferences to more sustainable (greener) products (D'Souza et al., 2006) has been noted in many coun-

tries, including several developing states (Chua et al., 2016). This shift has also been supported by the escalation of interest by industries, researchers, and practitioners in sustainability, as mentioned by Kim et al. (2015) and Song and Ko (in Kong et al., 2016). In recent years, a considerable interest in the social and environmental issues of clothing has led to a more

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socially and environmentally responsible alternative in the entire phase of its supply chain (Dickson et al., 2009; Goworek et al., 2012; Park & Kim, 2016). Hence, sustainable clothing emerges as an inclusive act where sweatshop-free production is encouraged and more environmentally friendly materials are used (Chang & Watchravesringkan, 2018; Goworek et al., 2012; Harris et al., 2016; Joergens, 2006; McNeill & Moore, 2015). This type of clothing is being encouraged and produced worldwide, including in Indonesia and other Southeast Asian neighbouring countries (Singapore, Malaysia, Thailand, Vietnam, and more). In Indonesia, numerous ready-to-wear clothing labels have embraced conscious consumerism by adopting healthy business practices; they are starting to pave the way towards slow fashion, a movement that promotes environmentally friendly manufacturing processes and equitable treatment for all parties involved (Amandari & Wirengjurit, 2019). However, this phenomenon is not supported by research. According to Hasan et al. (2021), sustainable consumption is associated with general traditional practises of society in developing countries, such as Indonesia, where citizens have a moral obligation to live modestly without wasting resources (such as clothing). Citizens in developed countries can lead a life of luxury, associated with waste of money, food, and clothing, and a more independent and free life. Indonesia is a developing country with sustainable clothing mostly available in urban areas where citizens represent the lifestyle particular to a developed country, making it interesting to delve deeper into this topic. The number of sustainable clothing purchase intention studies in Indonesia is limited compared to those conducted in neighbouring countries. Hence, a better understanding of potentials and threats may contribute to the development of the business segment.

Research on green product purchase intentions shows several positive effects of certain variables on sustainable clothing. A study by Kang et al. (2013) on students in the US, the People's Republic of China, and South Korea showed a positive effect of several variables, such as perceived consumer effectiveness, attitude, and subjective norm, having an influence on purchase intentions for sustainable textiles and apparel. Zheng and Chi (2015) also investigated a study with a similar object. They showed that perceived consumer effectiveness, attitudes, and subjective norms influence the buying intention of US consumers of environmentally friendly apparel. However, no research examines factors that can affect

Indonesians' likelihood of buying sustainable clothing, specifically as studied by Kang et al. (2013).

This study focuses on how the Theory of Planned Behaviour (TPB) and several other constructs influence sustainable clothing purchase intention. Similar studies have been conducted widely, especially on consumers in several countries, using several variables. However, most adopt Ajzen's Theory of Reasoned Action (TRA) and TPB. In addition to these variables, several additional variables are also used as predictors of purchase intention. It is found that by including these variables, the TPB's predictive power can be increased (Yadav & Pathak, 2016). The variables are somewhat varied, such as the values adopted by consumers for several variables that are pretty specific in certain contexts, such as environmental knowledge and awareness in relation to the purchase intention of sustainable products and services, also known as "green purchase intention" (Joshi & Rahman, 2015; Kang et al., 2013; Paul et al., 2016). The methods commonly used in previous studies are regression, without referring specifically to the type of regression used, and structural equation modelling (SEM) employed in this study to obtain more comprehensive results than using regression. The sample in previous studies does not refer to definite boundaries and is generally only limited by the age and residence location of the respondent.

The purpose of this study was to determine the effect of attitude towards purchase (ATT), subjective norm (SN), perceived behavioural control (PBC), environmental concern (EC), sustainable clothing knowledge (SCK), perceived consumer effectiveness (PCE), and past behaviour (PB) on purchase intention (PI) for sustainable clothing in Indonesia, as well as the extent to which PBC, EC, and SCK each jeopardise the relationship between ATT and PI for sustainable clothing. For the research and discussion of this topic to be more focused with a predetermined scope, it is determined to limit the study object to the intention of purchasing sustainable clothing in Indonesia, namely clothing items like t-shirts, shirts, blouses, and the like, skirts and pants that use organic materials and whose producers have concerns about a sustainable production process. As the SEM method with Confirmatory Factor Analysis (CFA) is believed to provide a more robust analysis of the proposed research model and a more accurate methodological assessment tool than regression (Bollen, 1989; Bollen et al., 1994; Jöreskog & Sörbom, 1989), it was used to achieve the research objectives. This research is expected to address a knowledge gap in empirical

research on the purchase intention of sustainable products in Indonesia.

This paper is divided into five sections: theory and hypotheses formulation, research methodology, results and discussion, research implications and conclusion and recommendation for stakeholders and future investigation.

1. LITERATURE REVIEW

1.1. PURCHASE INTENTION (PI)

Attitudes and judgments from customers and several external factors can influence customer purchase intentions and become critical factors in predicting customer behaviour. PI can be used to gauge a customer's likelihood of buying a product; the higher the purchase intention, the greater their intention to buy the product. According to Schiffman and Kanuk (in Chi et al., 2011), purchase intention implies that customers will gather information, evaluate alternatives, and make decisions based on their prior experiences, preferences, and environmental factors. Purchase intention can be used as an important indicator in predicting customer behaviour. Customers with a favourable intent to buy will form a positive brand commitment, encouraging them to be more likely to buy from a company.

The variables used in this study were modified from the TPB (Ajzen, 1991), stating that a person's intended behaviour is based on attitudes towards that behaviour and subjective norms whose influence is moderated by perceived behavioural control. In this case, the conduct is a person's intention to purchase sustainable clothing. The use of TPB as a conceptual framework has also been found in prior works on green product purchase behaviour (e.g., Albayrak et al., 2013; Arifani & Haryanto, 2018; Kang et al., 2013; Mufidah et al., 2018; Paul et al., 2016; Sparks & Shepherd, 1992; Yadav & Pathak, 2016; Zheng & Chi, 2015; Dabija et al., 2022). Until now, there have been few new findings to better understand the factors affecting consumer buying behaviours towards sustainable clothing or eco-friendly products. This study also uses several additional variables in addition to the three predictors. The incorporation of these concepts into the initial TPB construct has enabled the TPB to increase its explanatory power at various levels for consumers' buying intentions towards eco-friendly products (Zheng & Chi, 2015). As a result, this study integrates them into TPB to create a more

robust model to understand consumers' buying intentions for sustainable clothes.

1.2. ATTITUDE TOWARDS PURCHASE (ATT)

Attitude towards behaviour (ATT) can be interpreted as how a person likes or dislikes an object or specific behaviour psychologically (Eagly & Chaiken, 2007). According to the TPB, the more favourable an individual's attitude towards a particular behaviour is, the more likely the person will engage in that behaviour (Ajzen, 1991). Numerous previous studies on sustainable products and attitudes towards environmentally-related behaviour support the claim that attitudes towards environmentally friendly behaviour and purchase intentions have a positive relationship (Albayrak et al., 2013; Barber et al., 2009; Diamantopoulos et al., 2003; do Paço & Raposo, 2009; Ellen et al., 1991; Flamm, 2009; Mostafa, 2009; Yadav & Pathak, 2016). So far, no study has looked at the relationship between attitudes towards a behaviour (in this case, purchasing) and purchase intentions for sustainable clothing in Indonesia, nor have there been studies that look at the relationship between the attitude towards behaviour and buying intentions for environmentally friendly products that are very specific to particular contexts. Prior research has found that purchasing attitudes were positively related to the purchase intention of eco-friendly products (Ari-fani & Haryanto, 2018; Arli et al., 2018; Chin et al., 2018; Mufidah et al., 2018). As a consequence, the attitude towards the purchase is considered a worthy and exciting variable to be studied, so the hypothesis is set as follows:

H1: ATT positively affects a consumer's PI towards sustainable clothing.

1.3. SUBJECTIVE NORM (SN)

Combining the perceived expectations of people considered important by a person forms an SN so that the person is motivated to fulfil these expectations (Ajzen & Fishbein, 1973). A person unsure of the consequences of certain behaviours tends to seek support from others (Bratt, 1999). Thus, if a person believes that other people they consider important (family, friends, and significant others) want them to perform a behaviour, thus spurring them to fulfil that desire, the behaviour will be more likely to be carried out (Ruiz de Maya et al., 2011; Yadav & Pathak, 2016). Additionally, previous research has reported that SN constitutes a significant predictor of buying intention

(Harland et al., 1999; Kaiser & Gutscher, 2003; Sparks & Shepherd, 1992). Research conducted by Arifani and Haryanto (2018) found that SN was also a predictor that affected Indonesian consumers' intentions to buy green products. Yet, no study has been found that discusses how this predictor affects the purchase intention for sustainable clothing in Indonesia. It becomes interesting to study, and based on several previous studies, the hypothesis is set as follows:

H2: SN positively affects consumer's PI towards sustainable clothing.

1.4. PERCEIVED BEHAVIOURAL CONTROL (PBC)

Ajzen (1991) defined PBC as an individual's perception of the ease or difficulty of engaging in certain behaviours. PBC indicates the extent of effort made and the willingness to try to perform a behaviour (Lee, 2008). The greater the consumer's perception of behavioural control over the encountered obstacles, the greater the consumer's intention to buy sustainable products (Ko & Jin, 2017; Nguyen et al., 2017; Tanner & Wölfling Kast, 2003; Yadav & Pathak, 2016; Kovacs, 2021). Contrary to this, a study by Zheng and Chi (2015) shows that PBC does not significantly affect a person's intention to buy sustainable clothing in the United States. Apart from its direct effect on PI, current research has also revealed that PBC may positively moderate the relationship between consumer attitudes and PI. A study conducted by Kim and Chung (2011) stated that an increase in PBC would result in a stronger positive relationship between ATT and PI.

H3: PBC positively affects consumer's PI towards sustainable clothing.

H4: PBC positively moderates the relationship between a consumer's ATT and PI towards sustainable clothing.

1.5. ENVIRONMENTAL CONCERN (EC)

Hu et al. (2010) stated that EC is how a person cares about problems related to the environment and their efforts to solve them and show their contribution to providing solutions. The increasing public awareness of the environment is the basis for using the environmental concern variable in this study. Finding out consumers' views on environmental issues and how they are reflected in buying sustainable goods or services is a perfect start to better understand a country's responses to the green concept

(Chan & Lau, 2000). According to Hines et al. (1987), environmental concern is fundamental in environmental research, an important factor and a main variable in the consumer decision-making process to buy sustainable products (Diamantopoulos et al., 2003; Mostafa, 2009). A study by Fraj-Andrés et al. (2009) showed that many customers are concerned about sustainability, so companies that do not address environmental issues by providing environmentally sustainable goods may lose their credibility. More specifically, increased environmental awareness significantly increases the intention to buy certain environmentally sustainable products (Lee et al., 2014; Pagiaslis & Krontalis, 2014; Sang & Bekhet, 2015). Several other studies support the finding that environmental awareness significantly affects consumers' purchasing attitudes towards sustainable products and services (Han et al., 2009; Hartmann & Apaolaza-Ibáñez, 2012), which also further influences buying intentions.

H5: EC positively affects consumer's PI towards sustainable clothing.

H6: EC positively moderates the relationship between a consumer's ATT and PI towards sustainable clothing.

1.6. SUSTAINABLE CLOTHING KNOWLEDGE (SCK)

When someone cares about the environment, their knowledge can influence their buying attitudes and behaviour (Scott & Vigar-Ellis, 2014). Understanding environmental issues can affect a person's intention to purchase sustainable products (Ali & Ahmad, 2016; Rokicka, 2002; Yadav & Pathak, 2016). King and Workman (in Dickson, 2000) found that someone more knowledgeable about environmental issues related to textiles and clothing (sustainable clothing knowledge) feels more affected by these problems. Kim and Damhorst (1998) examined the effect of US consumers' understanding of sustainable clothing on their purchasing behaviour and showed that although the general knowledge of the sample was inadequate, the relationship between intended knowledge and buying behaviour was significant. The analysis results of the survey by Chan and Lau (2000) on consumers in the People's Republic of China also found similar results. Apart from having a direct effect, other researchers have also discovered the significant impact of environmental knowledge on consumer attitudes towards sustainable products (Barber et al., 2009; Chan, 2001; Flamm, 2009) and found that

knowledge is one of the essential variables that can moderate the relationship between their attitudes and buying interest in sustainable products (Chan, 2001; Mostafa, 2007, 2009). Conversely, Amar et al. (2020) found that Indonesians' buying intentions for sustainable products are not affected by their environmental knowledge.

H7: SCK positively affects a consumer's PI towards sustainable clothing.

H8: SCK positively moderates the relationship between a consumer's ATT and PI towards sustainable clothing.

1.7. PERCEIVED CONSUMER EFFECTIVENESS (PCE)

Purchase intentions are influenced by whether or not a person believes their behaviour will lead to the outcome they want (Ellen et al., 1991). Environmental concern does not always lead to the desired behaviour, which is the purchase of sustainable products (Vermeir & Verbeke, 2008). Perceived consumer effectiveness (PCE) differs from environmental concern and contributes uniquely to predicting certain pro-environmental behaviours (Ellen et al., 1991, p. 102). Differences between environmental concern and purchasing behaviour have also been found in similar studies (Butler & Francis, 1997; Roberts, 1996; Vermeir & Verbeke, 2008). To fill the gap between environmental awareness and the purchase of eco-friendly products, PCE is one of the prominent factors in explaining the intended behaviour (Roberts, 1996). High levels of PCE motivate consumers to demonstrate their positive attitudes towards sustainable goods through their actual consumption behaviour (Kim & Choi, 2005; Vermeir & Verbeke, 2008). Consumers buy sustainable products because they assume their purchases are beneficial for environmental protection (Zheng & Chi, 2015). The availability of research examining this construct in Indonesia is still rare, and this research may provide an overview of how this construct affects the purchase intention of sustainable clothing in Indonesia.

H9: PCE positively affects a consumer's PI towards sustainable clothing.

1.8. PAST BEHAVIOUR (PB)

In addition to the discussed variables, past behaviour has also been used by several studies (De Cannière et al., 2009; Han & Kim, 2010; Smith et al., 2007; Sparks & Shepherd, 1992) to increase the explo-

ration power of the TPB in the context of purchase intentions and similar behaviours. According to Sparks & Shepherd (1992), past behaviour is the second strongest predictor of consumer intention to purchase organic vegetables after PBC. However, a study conducted by Zheng and Chi (2015) showed that past behaviour does not significantly affect a person's intention to buy sustainable clothing. No study has been found to discuss how past behaviour affects the purchase intention of sustainable clothing for Indonesian consumers. The following hypothesis is set on these matters.

H10: PB positively affects consumer's PI towards sustainable clothing.

2. RESEARCH METHODS

The data in this study was gathered using questionnaires distributed to Indonesian sustainable products customers.

Each latent variable in Fig. 1 has a manifest variable used to measure the value of these variables, which refers to previous research. It can be seen that hypotheses 4, 6, and 7 have a moderating relationship. These hypotheses were then tested to see how perceived behavioural control, concern for the environment, and knowledge of sustainable clothing affect the relationship between attitudes towards purchasing and the main predictors of purchase intention of environmentally sustainable products in Indonesia. The value of the moderating variable is determined by performing moderated regression analysis on the moderating and moderated variables.

In this study, a 7-point Likert scale was used, where 1 meant strongly disagree/very probably not/very unimportant and 7 meant strongly agree/definitely/very important. The value for the attitude variable was obtained by multiplying the individual's beliefs about the outcomes of their behaviour by the evaluation of the consequences of following these beliefs. Simultaneously, the Subjective Norm is the result of normative beliefs about what other people think about how the individual should perform the desired behaviour multiplied by the individual's motivation to comply with that belief (Kang et al., 2013). The variable of sustainable clothing knowledge has eight statements adapted from the questionnaire used by Kim and Damhorst (1998) related to fibre processing, fibre recycling, and the contribution of textile products to waste disposal. They were developed from various literature sources to assess the

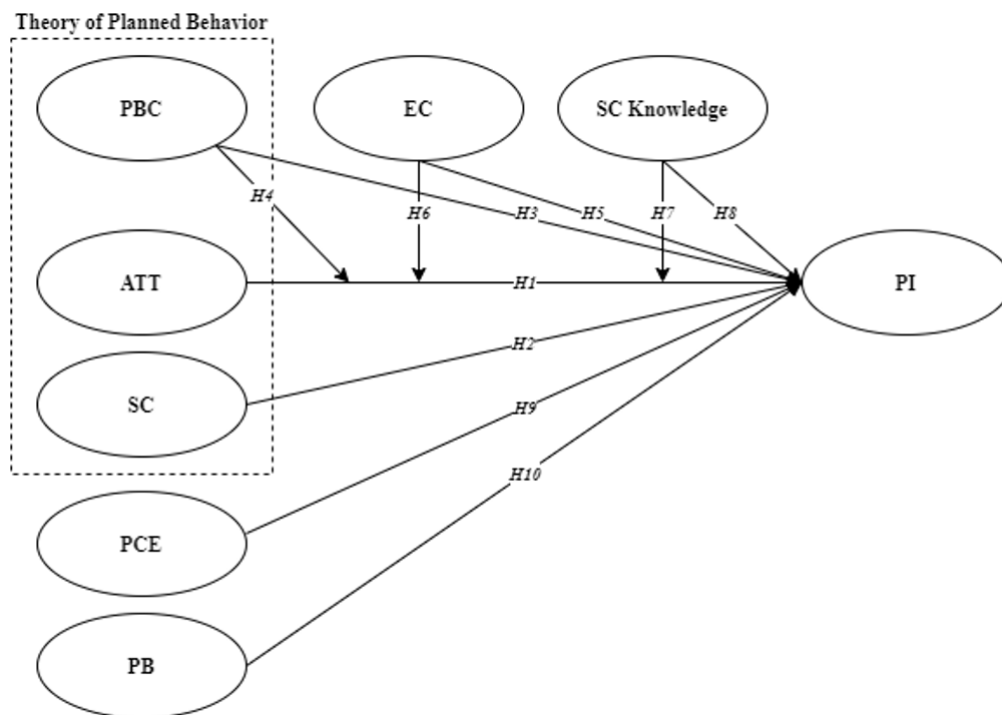


Fig. 1. Conceptual diagram

level of respondents' knowledge about the product. Clothing and its environmental implications, where four experts reviewed all items in the textile science, social psychology, and consumer behaviour. Modifications to the questionnaire were made to items 3, 4, and 7, which were excluded because they were unrelated to the research topic and left eight out of eleven statements, as well as the use of a reverse scale on items with incorrect statements. According to Kim and Damhorst, agreement on five correct items (1, 3, 4, 6, and 7) and disagreement on three incorrect items (2, 5, and 8) indicates that respondents know facts and information related to the environment from clothing products. Another scale used in this study is the ordinal scale on past behaviour. In the past behaviour variable, respondents were asked to write down how many clothes they bought in a predetermined period.

A pilot study was conducted, and items with insignificant product-moment correlations, i.e., PBC3, SCK8, PB1, and PB2, were declared invalid and eliminated from the final research questionnaire. Data from the final questionnaire will then be analysed using SEM. Not only does it assess the structural model, but it also evaluates the measurement model in the same analysis. As cited by Gefen et al. (2000, p. 5), "the combined analysis of the measurement and

the structural model enables measurement errors of the observed variables to be analysed as an integral part of the model and factor analysis to be combined in one operation with the hypotheses testing".

Based on the formulated model, 79 parameters were obtained, so at least 395 respondents were needed to process it (Bentler & Chou, 1987). Respondents were selected from several regions in Indonesia using a simple random sampling technique, and 502 responses were obtained from the survey.

The normality test was employed to explain the distribution of the data so that an appropriate estimation model could be used. It was found that the data were not normally distributed, so the Robust Maximum Likelihood (RML) estimation method was used to correct the bias caused by the normality violation (Boomsma & Hoogland, 2001). Furthermore, the measurement model fit test was performed to determine whether the hypothesised model could represent the actual situation by performing Confirmatory Factor Analysis (CFA) and calculating reliability using Construct Reliability (CR) and Average Variance Extracted (AVE), and all met the criteria.

Finally, the structural model fit test results were examined using the fit index value. The model was found to be fit, which means that the proposed theoretical model did not differ from the empirical data.

Tab. 1. Respondent demographic

DEMOGRAPHIC VARIABLE	PERCENTAGE
Gender	
Male	51.99 %
Female	48.01 %
Age	
17 – 21	22.31 %
22 – 26	25.90 %
27 – 31	8.57 %
32 – 36	10.96 %
37 – 41	8.37 %
> 41	23.90 %
Current Residency	
Makassar	59.96 %
Jakarta	8.57 %
Yogyakarta	3.39 %
Parepare	2.19 %
Surabaya	1.99 %
Bekasi	1.79 %
Malang	1.79 %
Other cities	20.33 %
Educational qualifications	
High School	32.87 %
Diploma	14.54 %
Bachelor's degree	41.63 %
Masters's degree	9.16 %
Doctoral degree	1.79 %
Profession/employment	
University student	31.67 %
Civil servant/government employees	31.27 %
Professional employee	20.92 %
Entrepreneur	7.37 %
Not Working	2.99 %
Housewife	2.39 %
Others	3.39 %
Average discretionary money per quarter	
Less than IDR 3,000,000	39.64 %
IDR 3,000,000 to IDR 4,999,999	14.34 %
IDR 5,000,000 to IDR 9,999,999	23.31 %
IDR 10,000,000 to IDR 14,999,999	10.16 %
IDR 15,000,000 or more	12.55 %
Average apparel expenditure per quarter	
Less than IDR 200.000	24.70 %
IDR 200,000 to IDR 499,999	35.26 %
IDR 500,000 to IDR 799,999	18.13 %
IDR 800,000 to IDR 999,999	6.57 %
IDR 1,000,000 or more	15.34 %

Tab. 2. Confirmatory factor analysis (CFA)

LATENT VARIABLE	MANIFEST VARIABLE	FACTOR LOADING	VALIDITY	CR	AVE	RELIABILITY
ATT	ATT1	0.83	Valid	0.9031	0.7008	Reliable
	ATT2	0.74	Valid			
	ATT3	0.88	Valid			
	ATT4	0.89	Valid			
SN	SN1	0.91	Valid	0.9481	0.8589	Reliable
	SN2	0.94	Valid			
	SN3	0.93	Valid			
PBC	PBC1	0.83	Valid	0.9069	0.6618	Reliable
	PBC2	0.77	Valid			
	PBC4	0.74	Valid			
	PBC5	0.85	Valid			
	PBC6	0.87	Valid			
EC	EC1	0.87	Valid	0.9267	0.7169	Reliable
	EC2	0.84	Valid			
	EC3	0.78	Valid			
	EC4	0.87	Valid			
	EC5	0.87	Valid			
SCK	SCK1	0.72	Valid	0.9271	0.6505	Reliable
	SCK2	0.67	Valid			
	SCK3	0.78	Valid			
	SCK4	0.98	Valid			
	SCK5	0.73	Valid			
	SCK6	0.71	Valid			
	SCK7	0.99	Valid			
PCE	PCE1	0.87	Valid	0.8996	0.6925	Reliable
	PCE2	0.73	Valid			
	PCE3	0.84	Valid			
	PCE4	0.88	Valid			
PI	PI1	0.84	Valid	0.8951	0.7399	Reliable
	PI2	0.86	Valid			
	PI3	0.88	Valid			

Tab. 3. Goodness of fit

GOODNESS OF FIT INDICATORS	CUT-OFF VALUE	RESULT	MODEL FIT
Chi-Square (χ^2)	$P\text{-value} \leq 0,05$	0,00	Good Fit
Degree of Freedom (df)	≥ 0	485	Good Fit
CFI	≥ 0.95	0.99	Good Fit
TLI	≥ 0.95	0.99	Good Fit
RMSEA	< 0.07 (with fit CFI)	0.054	Good Fit

3. RESULTS AND DISCUSSION

The loadings of the fit model that SEM analysed are as follows. The relationship between the variables is portrayed by the t-value of the hypothesis test and the value of the completely standardised solution.

Based on the research hypothesis test, the t-value was 0.64, indicating no significant effect between ATT and PI. Furthermore, the completely standardised loading obtained shows that ATT affects the PI positively but not significantly, with a p-value of 0.067. With an insignificant effect, the difference with previous studies is that these studies found that ATT is one of the variables with the greatest influence and a significant influence on the buying of environmentally friendly goods generally and sustainable clothes in particular (e.g., Yadav & Pathak, 2016). According to this research finding, Indonesians are more willing to purchase sustainable clothing because of the feeling they will get from wearing it rather than the environmental issues it may solve from using it.

SN was another variable used in this research. According to hypothesis testing, the t-value was 2.54, so SN affected the PI positively and significantly or more precisely, by 0.12 based on completely standardised loading. With a significant value, SN is one of the second-largest independent variables among the nine other independent variables. That way, it can be seen that the Indonesian people are very considerate of input or suggestions from those closest to them when purchasing sustainable clothing. Indonesians deeply consider and follow the suggestions of their relatives, significant others, and close friends consecutively. Findings from this research confirmed previous works by Sparks and Shepherd (1992), Harland et al. (1999), and Kaiser and Gutscher (2003), who also found that SN was the main predictor of purchase intention in general and purchase intention of environmentally sustainable products in particular.

In this study, the statement items for the PBC variable include a variety of factors, such as product availability, price, location, and other considerations that may deter someone from purchasing sustainable clothing. Based on the hypothesis test, the t-value was 0.48, which means that PBC affected the PI positively but not significantly, or rather, only 0.034 based on completely standardised loading. This variable has the smallest effect when compared to other non-moderating variables. Additionally, Zheng and Chi (2015) reported a non-significant positive impact, indicating that PBC did not significantly affect a per-

son's intention to buy sustainable clothing in the United States. According to this survey, Indonesians have a challenge distinguishing between sustainable and fast-fashion clothing. Moreover, the variability of available designs remains limited. This product is quite easy to find, considering that most clothes are sold online. However, the results reveal that the Indonesian people also have unfavourable perceptions of product availability, price, location, and other concerns that can reduce the PI for sustainable clothing, but they are not the primary reason for this failure. In addition, the measurement error shows a value that is slightly larger than the measurement error for the other latent variables. This suggests that the observed variables did not adequately describe the latent variable. Besides, there are other obstacles apart from the constraints specified in the manifest variables that result in relatively larger measurement errors despite the fact that the loading value of each manifest variable on the latent variable has the same numerical range as the loading value of each manifest variable on other latent variables.

The t-value of the relationship between EC and PI is 0.97, indicating a positive but not significant effect between the two variables. More precisely, changes in EC affect the PI value of 0.088 based on the completely standardised solution. This value shows that Indonesians pay enough attention to their environment and feel encouraged to buy sustainable clothing. Indonesian concern for the environment is shown in more verbal-collective participation than actual-individual participation. This finding is also confirmed by the prior works of Caruana (2007), Hartmann and Apaolaza-Ibáñez (2012), Lee et al. (2014), Pagiaslis and Krontalis (2014), Paul et al. (2016), Sang and Bekhet (2015), and van Doorn and Verhoef (2011). This result is thought to occur because although some consumers believe that the environment should be considered when buying clothes, it is not considered during the actual purchase, as found by Butler and Francis (1997), so the PCE variable should be included in measuring purchase intention.

This study modified the measurements used by Kim and Damhorst (1998) to measure respondents' objective knowledge of sustainable clothing and its relationship to their intention to purchase clothing in Indonesia. No significant effect was found between SCK and PI. Based on the results of the loading value using SEM, an effect of 0.059 on completely standardised loading was obtained. Several previous studies suggest that consumers who understand environ-

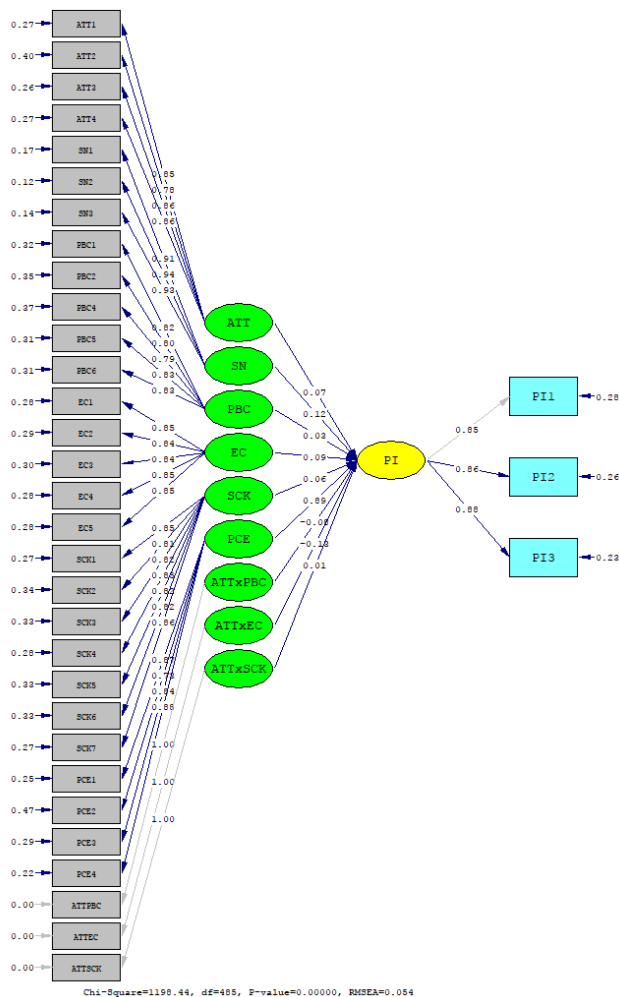


Fig. 2. Completely standardised loadings of the fit model

Tab. 4. Result

	EXOGEN VAR (X)	ENDOGEN VAR (Y)	MODERATOR (Z)	X → Y		Z → Y		X*Z → Y		RESULT
				EFFECT	T-VALUE	EFFECT	T-VALUE	EFFECT	T-VALUE	
H ₁	ATT	PI	-	0.067	0.64	-	-	-	-	ATT does not affect PI
H ₂	SN	PI	-	0.120	2.54	-	-	-	-	SN positively affects PI
H ₃	PBC	PI	-	0.034	0.48	-	-	-	-	PBC does not affect PI
H ₄	ATT	PI	PBC	0.067	0.64	0.034	0.48	-0.075	-0.69	PBC does not moderate the relationship between ATT and PI
H ₅	EC	PI	-	0.088	0.97	-	-	-	-	EC does not affect PI
H ₆	ATT	PI	EC	0.067	0.64	0.088	0.97	-0.130	-0.75	EC does not moderate the relationship between ATT and PI
H ₇	SCK	PI	-	0.059	0.67	-	-	-	-	SCK does not affect PI
H ₈	ATT	PI	SCK	0.067	0.64	0.059	0.67	0.008	0.048	SCK does not moderate the relationship between ATT and PI
H ₉	PCE	PI	-	0.890	5.47	-	-	-	-	PCE positively affects PI

mentally sustainable clothing are also environmentally aware and concerned (Barber et al., 2009; Chan, 2001; Flamm, 2009; Kim & Damhorst, 1998). The results of the questionnaire show that not all Indonesians are well-versed in the long-term environmental impact of the clothes they buy. The items used in this study had previously been tested for validity by several experts. An inverted scale was used to predict bias or the tendency of respondents to reply positively. Based on responses, the community's objective knowledge regarding sustainable clothing is still very limited and is based solely on common knowledge. However, this study finds the same results as Amar et al. (2020): knowledge has no relationship with the intention of buying green products in Indonesia. Zheng and Chi (2015) also found that environmental knowledge affected the intention to buy eco-friendly products in the United States, and it had the second smallest effect after PBC.

Hypothesis testing found that PCE is a variable that positively and significantly influences the PI of sustainable clothing in Indonesia, with a *t*-value of 5.47 and a completely standardised solution of 0.89. Based on these results, it can be stated that PCE has the greatest influence, even greater than the other variables. The research indicates that Indonesians do not consider the impacts of the clothing they purchase on the environment when they are offered fast-fashion clothing. When they are presented with a more sustainable option, buying becomes a significant contribution to the environment and the currently confronted societal issues. Similar findings were found in studies by Roberts (1996) and Chen and Chai (2010), which concluded that PCE is the best predictor of environmentally aware consumer behaviour. PCE significantly influences the purchasing behaviour of sustainable products. It was found that consumers buy environmentally sustainable products because they believe that their actions or efforts to purchase these products can help protect the environment.

As already stated, this paper also studies the moderating effect of PBC, EC, and SCK on the relationship between ATT and PI. It was found that PBC did not moderate the relationship between ATT and PI sustainable clothing PI. The *t*-value and the obtained loading factor value were negative, -0.69 and -0.075, respectively, indicating that an increase in perceived behavioural control would reduce the urge to behave positively on sustainable clothing, which would lead to a rise in product purchase intentions, although not significantly. However, the conclusion is

based on testing with the SEM method and hypothesis testing. It was found that this variable did not strengthen or weaken the relationship between ATT and PI because the *t*-value was smaller than 1.96. These findings contradict the findings by Kim and Chung (2011), who discovered that an increase in PBC results in a stronger positive relationship between ATT and PI.

Although EC is one of the variables with a significant effect, EC is proven to weaken the relationship between ATT and PI. This is indicated by the *t*-value of -0.75 and the loading factor of -0.13. The results show that in Indonesia, the greater a person's concern for the environment, the more demotivated he/she is to buy sustainable clothing, even though the attitude shown is rather positive. However, based on the results of hypothesis testing, which is not significant, it can be concluded that EC does not moderate the relationship between ATT and PI. The results are not consistent with those of earlier studies. Based on the current literature survey on research with the intention to buy green or sustainable products, no studies with similar results were found. Although the influence of EC as a mediator of the relationship between ATT and PI has not been widely studied, several studies that have been conducted have found that EC was a positive and significant mediator (e.g., Laskova in Ali & Ahmad, 2016; Han et al., 2009; Hartmann & Apaolaza-Ibáñez, 2012).

The tests also show that SCK does not moderate the relationship between ATT and PI sustainable clothing. Although positive, in contrast to the effect of the other two moderating variables, the loading value is minimal, at only 0.0079, with a *t*-value of 0.048. This variable does not strengthen or weaken the relationship between ATT and PI. The results do not support the research by Barber et al. (2009), Chan (2001), and Flamm (2009). They reported a significant effect of environmental knowledge on consumer attitudes towards environmentally sustainable products. They found that knowledge is one of the important variables that can moderate the relationship between attitudes and buying interests towards sustainable goods (Chan, 2001; Mostafa, 2007, 2009).

4. RESEARCH IMPLICATIONS

Based on the analysis and discussion, some suggestions and inputs can be given to sustainable clothing producers to improve their customers' purchase intentions. The results indicate an uneven distribu-

tion of products. There is still limited information and knowledge about sustainable clothing among Indonesians, as indicated by the responses that tend to be neutral on items concerning these matters. Therefore, companies must either increase their familiarity or carry out a reasonably massive amplification of sustainable clothing by increasing marketing efforts. In addition, companies should anticipate the weakness of the community's PBC as potential consumers by increasing the availability of sustainable clothing both at outlets spread across several places (mainly in strategic locations) and online, which is now increasingly in demand by the public. Selling online is recommended more because it can target a broader market at a relatively lower cost. The company should also try to reduce the perception of the high price of sustainable clothing among consumers. Sustainable clothing as a product concept is not yet widely known due to its limited availability, and it is still considered a premium item, which causes a high price perception. Easy accessibility and perceived low prices (higher PBC) can increase the perceived ability of consumers to buy sustainable clothing.

In addition, companies need to increase public knowledge regarding the impact of sustainable clothing. Accurate information on how these products can help conserve the environment versus fast-fashion clothing should be stated on labels and commercials. Even though improved awareness of sustainable clothing has no significant effect on purchase intention, companies must educate potential consumers about the environmental benefits of sustainable clothing, as this gives the company a competitive advantage over its competitors. Companies can also work with other groups to spread the campaign on the importance of sustainable clothing for the environment.

Although not significant, EC showed a considerable influence on the PI of sustainable clothing in Indonesia. The high awareness of Indonesians towards the environment is not accompanied by an understanding of the impact of sustainable clothing. In addition, although this study did not find a significant effect between ATT and PI, other studies have shown that positive consumer attitudes increase purchase intentions. With this in mind, companies are encouraged to develop marketing strategies that promote positive attitudes, such as the physiological, psychological, and environmental impacts that can be felt when wearing sustainable clothing.

This study confirmed that PCE has an exceptionally significant effect on the purchase intention of

sustainable clothing, which shows the importance of emphasising the positive impact that can be felt. Therefore, companies should put more effort into convincing consumers that switching to these products will support the preservation of the environment and benefit humanity. One strategy to increase consumer confidence is to offer transparent product details, including explaining how the product is made, the used materials, and how the manufacturing process has no negative impact on the natural environment (Zheng & Chi, 2015, p. 8).

Besides PCE, one variable that has a significant influence is the Subjective Norm (SN). Through this research, the purchase intention of sustainable clothing in Indonesia is influenced by the social pressure of potential consumers from individuals they consider essential (i.e., family, friends, and influential people) and their willingness to comply with these pressures. Suppose the group buys this product and refers it to their closest people. In that case, more social anxiety will be created, thereby increasing the purchase intention of the referred individual. Information through word of mouth or word-of-mouth communication (WOM), especially from the group in question, plays a vital role in attracting potential consumers in this era of mass communication. WOM is closely related to the consumer experience of a product or service. Consumers who have good experiences with products naturally tend to put the product (quality, brand, and value) on the conversation agenda. In addition, WOM from trusted sources has been proven to help shape the expectations of potential consumers before they purchase so that it can effectively attract new customers (Heskett et al. in Gremler & Brown, 1999). Improving quality, availability, the perception of value for money, the perception of the impact, and the promotion of these aspects will spur WOM communication, forming stronger subjective norms so that the purchase intention of sustainable clothing in Indonesia will increase.

It should be noted that this research only provides a reference for related parties in its development, both academically and managerially. In addition to the urgency of the transition from fast fashion to sustainable clothing, in recent years, issues related to the environment and social equality for the clothing industry, and sustainable clothing as a form of its manifestation, have received considerable attention with a significant increase. Research exploration on this topic can provide a better reference for developing sustainable clothing in Indonesia so that it does not lag behind other countries.

CONCLUSIONS

PCE and SN positively and significantly affect the PI of Indonesian consumers towards sustainable clothing. On the contrary, other variables used in this research (ATT, PBC, EC, and SCK) do not have a significant effect on PI. In addition, neither PBC, EC nor SCK moderate the relationship between ATT and PI sustainable clothing in Indonesia. The Past Behaviour (PB) variable was not included in the model because it failed to meet the validity test requirements of the preliminary study.

The study suggests that Indonesians' purchase intention for sustainable clothing is primarily driven by the influence of people who are considered essential and themselves. Hence, sustainable clothing retailers might consider carrying out efforts, such as collaborating with community organisations that have the same goal in campaigning for the importance of switching to eco-friendly clothing and intensifying campaigns that emphasise the role of environmentally friendly clothing in helping to preserve the environment and psychological impacts that can be felt. Additional efforts to improve quality, availability, perceptions of value-for-money and perceptions of the effects and promotion of these aspects will promote WOM communication, which will form stronger subjective norms so that purchase intentions for sustainable clothing in Indonesia will increase in the hope of increasing the actual product sales.

Future researchers may develop the research by performing the same study by targeting more specific samples and research objects or conducting research with larger samples using a cluster sampling technique in each region of Indonesia so that more representative results are obtained. Furthermore, this research is only limited to finding how much influence the variables have on the purchase intention for sustainable clothes and not the actual purchase. Future research can explore the effect of using other variables by implicating socio-demographic factors into the model and other factors that might affect the purchase intention of sustainable clothing or directly on the actual purchase.

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Appendix

Questionnaire constructs

LATENT VARIABLE	INDICATOR/MANIFEST VARIABLE		SOURCE
Attitude towards intention (ξ_1)	Likert scale (7-point): 1 = strongly disagree; 7 = strongly agree		Kang et al. (2013)
	Consumers' belief		
	ATT1a	I believe that sustainable clothing will be gentler and healthier for my skin	
	ATT2a	I believe that purchasing sustainable clothing will benefit the environment	
	ATT3a	I believe that purchasing sustainable clothing will provide me with pleasant feelings such as satisfaction and self-esteem for contributing to saving the environment	
	ATT4a	I believe that purchasing sustainable clothing makes me feel more comfortable because it can benefit my health	
	Likert scale (7-point): 1 = very unimportant; 7 = very important		
	Outcome evaluation		
	ATT1b	Wearing clothes that are gentler and healthier for the skin _____ to me	
	ATT2b	Preserving the environment _____ to me	
	ATT3b	Have positive feelings such as satisfaction and self-worth for contributing to environmental preservation _____ to me	
	ATT4b	Feel comfortable wearing clothes _____ to me	
Subjective norm (ξ_2)	Likert scale (7-point): 1 = very probably not; 7 = definitely		Kang et al. (2013)
	Normative belief		
	SN1a	My close friends may advise me to purchase sustainable clothing	
	SN2a	My relatives may advise me to purchase sustainable clothing	
	SN3a	My significant other may advise me to purchase sustainable clothing	
	Likert scale (7-point): 1 = very probably not; 7 = definitely		
	SN1b	If my close friends advise me to purchase sustainable clothing, I will do so	
	SN2b	If my relatives advise me to purchase sustainable clothing, I will do so	
SN3b	If my significant other advises me to purchase sustainable clothing, I will do so		
Perceived behaviour control (ξ_3)	Likert scale (7-point): 1 = strongly disagree; 7 = strongly agree		Kang et al. (2013)
	PBC1	Sustainable clothing may be limited in design, style, and colour	
	PBC2	Sustainable clothing may be expensive	
	PBC3	Sustainable clothing may not be available in general stores	
	PBC4	Outlets selling sustainable clothing may be located a long distance away from where I live	
	PBC5	It might be difficult to determine whether an item of clothing is environmentally sustainable or not	
	PBC6	Perhaps I am unable to determine whether an item of clothing is truly sustainable, even if the label or company claims it is	

LATENT VARIABLE	INDICATOR/MANIFEST VARIABLE		SOURCE
Environmental concern (ξ_4)	Likert scale (7-point): 1 = strongly disagree; 7 = strongly agree		Paul et al. (2016)
	EC1	I am extremely concerned about the environment	
	EC2	I am willing to reduce my consumption in order to protect the environment	
	EC3	To protect the environment, major political reforms are required	
	EC4	To protect the environment, major social changes are required	
	EC5	Anti-pollution regulations must be strictly enforced	
Sustainable clothing knowledge (ξ_5)	Likert scale (7-point): 1 = strongly disagree; 7 = strongly agree		Kim & Damhorst (1998) modified on item number 3, 4 and 7
	SCK1	Chemical contaminants can be generated during the synthetic fibre manufacturing process (such as polyester and the like)	
	SCK2	Natural fibres, such as cotton, do not produce chemical contaminants during manufacturing *	
	SCK3	The staining process in textiles can contribute to air pollution	
	SCK4	Water is consumed extensively throughout the staining and finishing processes	
	SCK5	The use of large amounts of natural fibre will result in a significant reduction in energy usage*	
	SCK6	Fabrics with special characteristics can pose problems when recycled	
	SCK7	Natural fibres are typically biodegradable	
Perceived consumer effectiveness (ξ_6)	Likert scale (7-point): 1 = strongly disagree; 7 = strongly agree		Kang et al. (2013)
	PCE1	It is worthwhile for a consumer to put forth efforts to protect the environment	
	PCE2	When I purchase a product, I tend to consider how its use will impact the environment	
	PCE3	Because every individual can have an impact on environmental issues, what I do has the potential to make a significant difference	
	PCE4	Every consumer can help the environment and society by purchasing environmentally products	
Past behaviour (ξ_7)	Ordinal (The average purchase score is then used to reflect past behaviour)		Zheng & Chi (2015)
	PB1	How much recycled clothing have you purchased in the last three months?	
	PB2	In the previous three months, how many items of natural fibre-based clothing have you purchased for yourself?	
Purchase intention (η)	Likert scale (7-point): 1 = very probably not; 7 = definitely		Kang et al. (2013)
	PI1	If I encounter a sustainable clothing product, I will buy or consider buying the product	
	PI2	If I come across a store that sells sustainable clothing, I will make a purchase	
	PI3	If I discover a sustainable clothing item that meets my needs, the probability that I will purchase it increases if the item is created from environmentally friendly materials	

*false statement